

Strategies for Moving Vision to Action: Action Plan National/State Literacy Awareness Campaign

- 1. Other Stakeholders: Name groups, organizations, sectors and individuals you may want to include, including other initiatives that may be like this one and champions that will support it.**

Dollar general, Kohl's, Verizon, Ad council, WVIZ, web-cutting edge technology, media outlet, day care, graphic designer

- 2. Strategy summary: what are the aims or vision? Promising idea? Envisioned results?**

- Vision: people will know what literacy is
- Define message, find a slogan and cartoon
- Research existing campaigns
 - Learn from them, do not copy them
- Technology:
 - Website
 - Facebook, twitter
 - YouTube

- 3. Timeline and action plan:**

Long-Term Goal:

- Six month for message creation and stakeholders in a year execution of website creation and PSA's

Short-Term Actions (next 3 months)

What	Help Needed From	Due Date	Who is Responsible
LON		3 months	Maryanne
Literacy Powerline		3 months	Meagen
Local Educators			Merce
WVIZ			Christine
Research existing messages and campaigns			Bev

- 4. Factors that are key to the success of this strategy include:**

- Checking in with each other
- Meet twice in 3 month period

- 5. Key contact person (s) and e-mail**

- Meagen Howe
- Assisting: Christine